

PROGRAM INFORMATION

Program Name and Degree Awarded

Health Management (BA)

Duration of Studies

4 Academic Years

Total Credits / ECTS

126 Credits / 240 ECTS

Language of Instruction

English

Mission and Vision

As the Department of Health Management our mission is to train health managers at the international standards who have the knowledge and skills to systematically and consciously apply the concepts, principles, models and techniques related to planning, organization, execution, coordination and supervision functions, and to contribute to scientific knowledge with research to be carried out in the field of health management. By creating the necessary vision, it is aimed to gain strategic decision-making skills for health policies, systems and markets and to manage the processes.

As the Department of Health Management, we aim to train exemplary health managers in their profession, who have adopted the understanding of lifelong learning, are open to innovations, follow technological and scientific developments, who can implement theoretical knowledge with practical applications, and who can develop projects for the benefit of the individuals of their own countries.

Program Objectives

The undergraduate program offers a BA degree in Health Management. The Health Management program of the EUL is committed to providing educational excellence through a carefully constructed health management core curriculum and selective concentrations. The curriculum provides a strong background in broad-based fundamental health management knowledge and skills to prepare students for meaningful and productive careers as health managers.

Program Learning Outcomes

1. Demonstrate knowledge of the healthcare delivery systems along with the associated operational and financial aspects associated with each.
2. Explain the legal and regulatory environment in healthcare and implications for managers within the field.
3. Recognize important external and internal factors and trends impacting the industry and be prepared to assess current policies as well as recommend and adopt changes as needed.

4. Examine the dynamic nature of health management and demonstrate problem solving and leadership skills to manage resources as needed within this environment.
5. Be able to define problems in providing healthcare services and develop suitable scientific methods for the solution of the problems
6. Use both oral and written communication skills effectively.
7. Work effectively as part of a team.
8. Apprehend domestic and global issues of healthcare.
9. Work interdisciplinary and transfers knowledge to health management that has been acquired from other fields.
10. Follow novelties in healthcare and continue self-development by adopting lifelong learning approach.
11. Identify problems related to the quality of services provided and suggest strategies for improvement.
12. Act within ethical values and respect the rights of others.
13. Understand the terminology used in healthcare settings.
14. Suggest strategies for marketing of health services provided.

Curriculum

HEALTH MANAGEMENT CURRICULUM									
1-3-5-7 SEMESTERS					2-4-6-8 SEMESTERS				
COURSE CODE	COURSE NAME	CREDIT	ECTS	COURSE TYPE	COURSE CODE	COURSE NAME	CREDIT	ECTS	COURSE TYPE
COMN109	MATHEMATICS	(3-0-0)3	5	ZORUNLU	HMLN102	INTRODUCTION TO BUSINESS	(3-0-0)3	7	ZORUNLU
COMN107	ECONOMICS	(3-0-0)3	6	ZORUNLU	UHTC01	HISTORY	(2-0-0)2	2	SEÇMELİ
UFLE01	FOREIGN LANGUAGE ELECTIVE I (ENGLISH)	(3-0-0)3	3	SEÇMELİ	UHTC02	TURKISH	(2-0-0)2	2	SEÇMELİ
COMN117	INTRODUCTION TO SOCIAL SCIENCES	(3-0-0)3	6	ZORUNLU	COMN204	ETHICS IN PROFESSION	(3-0-0)	5	ZORUNLU
UTEC01	UNIVERSITY ELECTIVE I	(3-0-0)3	5	SEÇMELİ	UFLE02	FOREIGN LANGUAGE ELECTIVE II (ENGLISH)	(3-0-0)	3	SEÇMELİ
COMN104	PSYCHOLOGY	(3-0-0)3	5	ZORUNLU	HLMN150	INTRODUCTION TO HEALTH MANAGEMENT	(3-0-0)	6	ZORUNLU
					COMN115	SOCIOLOGY	(3-0-0)	5	ZORUNLU
HLMN201	FINANCIAL ACCOUNTING I	(3-0-0)	6	ZORUNLU	HLMN202	FINANCIAL ACCOUNTING II	(3-0-0)	6	ZORUNLU
HLMN205	PRINCIPLES OF MANAGEMENT	(3-0-0)	6	ZORUNLU	HLMN206	ORGANIZATIONAL BEHAVIOUR	(3-0-0)	6	ZORUNLU
COMN201	PUBLIC HEALTH	(3-0-0)	3	ZORUNLU	HLMN204	HUMAN RESOURCE MANAGEMENT	(3-0-0)	6	ZORUNLU
UFRC01	UNIVERSITY ELECTIVE I	(3-0-0)	4	SEÇMELİ	COMN120	PRINCIPLES OF LAW	(3-0-0)	6	ZORUNLU
COMN223	MACROECONOMIS	(3-0-0)	6	ZORUNLU	HLMN214	FUNDAMENTALS OF HEALTH AND DISEASES	(3-0-0)	4	ZORUNLU
HSCC301	BIOSTATISTICS	(3-0-0)	5	ZORUNLU					
HLMN351	SUSTAINABLE DEVELOPMENT AND GROWTH	(3-0-0)	6	ZORUNLU	HMEL01	TECHNICAL ELECTIVE I	(3-0-0)	5	ZORUNLU
HLMN300	SUMMER INTERSHIP I	(0,0)0	4	ZORUNLU	COMN352	RESEARCH METHODS	(3-0-0)	6	ZORUNLU
HLMN303	HOSPITAL ORGANIZATION AND MANAGEMENT	(3-0-0)	5	ZORUNLU	HSCC310	HUMAN BEHAVIOUR AND COMMUNICATION	(3-0-0)	5	ZORUNLU
HLMN353	MARKETING OF HEALTH SERVICES	(3-0-0)	5	ZORUNLU	HLMN304	HEALTHCARE PLANNING	(2-0-2)	7	ZORUNLU
HLMN359	HEALTHCARE POLICIES	(3-0-0)	5	ZORUNLU	HLMN308	CUSTOMER RELATION MANAGEMENT	(3-0-0)	7	ZORUNLU
HLMN301	PURCHASING AND COST CONTROL	(3-0-0)	5	ZORUNLU					
UFRC02	UNIVERSITY ELECTIVE II	(3,0)3	4	SEÇMELİ	UFRC03	UNIVERSITY ELECTIVE III	(3-0-0)	4	SEÇMELİ
HLMN400	SUMMER INTERSHIP II	(0,0)0	4	ZORUNLU	HLMN406	HEALTHCARE INSTITUTIONS MAANGEMENT FIELD WORK	(2-0-8)6	10	ZORUNLU
HLMN405	COMPARATIVE STUDIES OF HEALTHCARE SERVICES	(3,0)3	6	ZORUNLU	HLMN408	GRADUATION PROJECT	(0-0-6)	6	ZORUNLU
HMEL02	TECHNICAL ELECTIVE II	(3,0)3	5	SEÇMELİ	HMEL05	TECHNICAL ELECTIVE V	(3-0-0)	5	SEÇMELİ
HMEL03	TECHNICAL ELECTIVE III	(3,0)3	5	SEÇMELİ	HMEL06	TECHNICAL ELECTIVE VI	(3-0-0)	5	SEÇMELİ
HMEL04	TECHNICAL ELECTIVE IV	(3,0)3	5	SEÇMELİ					

Laboratory and Equipment Capacity (if applicable)

Majority of courses in the curriculum take place in the classes in lecture buildings and courses including computer equipment and carried out in Computer Laboratories.

Career Opportunities

1. The Ministry of Health and hospitals affiliated to the Ministry of Health,
2. Private health institutions (such as hospitals, medical centres, polyclinics, home care centres, dialysis centres, oral and dental health centres),
3. Insurance Companies,
4. Social Welfare Institution,
5. Private and voluntary organizations that support the provision of health services
6. Departments that provide similar education to be employed as academic staff and departments that have health management and similar courses in their programs,
7. Pharmaceutical companies and companies that provide medical materials,

Contact Information

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Head of Department

Assoc. Prof. Dr. Macide Artaç Özdal

Course Catalogue Descriptions

COURSE CATALOGUE DESCRIPTIONS

1st Semester

COMN109 MATHEMATICS

This course provides the revision of basic algebra, fractions and partial fractions. Linear equations, arithmetic expressions and simplification of algebraic expressions. Operations with surds and indices. Logarithms and methods for solving logarithmic functions. Techniques for solving quadratic functions. Graph sketching for quadratic equations in Cartesian plane. Solving linear, polynomial and rational inequalities. Parallel and perpendicular lines

COMN107 ECONOMICS

This course introduces students to the key concept and topic of microeconomics such as opportunity cost, production possibility frontier, demand and supply, elasticity, utility, preferences, production, costs, perfect competition, monopoly.

COMN117 INTRODUCTION TO SOCIAL SCIENCES

The main purpose of this course is to let students see how seemingly diverse disciplines intermingle — anthropology and economics, for example. In the end, students will be able to approach social issues with unbiased problem-solving skills.

COMN104 PSYCHOLOGY

This course is a broad introduction to the field of psychology. Aim of this course is give the foundation of ‘what is psychology’ and ‘what are the main issues and topics’ in psychology to the students. With this aim student will cover schools in psychology, biological basis of behaviour, sensation and perception, states of consciousness, learning, memory, cognition, psychological disorders, health and stress, life span development and personality development. Students explore the key figures, diverse theoretical perspectives, and research findings that have shaped some of the major areas of contemporary psychology. This course also examines the research methods used by psychologists across these areas to study the origins and variations in human behavior.

2nd Semester

HMLN102 INTRODUCTION TO BUSINESS

This is a comprehensive introductory course on the management process with particular emphasis on the skills, competencies, techniques and knowledge needed to successfully manage an organization. It focuses on entire organization to form a strategic vision, setting objectives crafting a strategy and then implementing it. It also investigates how organization develop and maintain competitive advantage within a changing business environment influenced by political, economic, social, technological, legal and environmental factors. The course content is organized around the four functions of management; planning, organizing, leading and controlling, for systematic understanding of management related challenges and applying conceptual tools and techniques in analyzing, evaluating and addressing management issues.

COMN204 ETHICS IN PROFESSION

The course introduces the essential law and ethics topics in a business environment, which are crucial for managing both internal and external environment of firms. The course covers contracts, sales, agency and employment, business organizations and some current business ethics issues. The course also stresses the global business and its relation to business ethics.

HLMN150 INTRODUCTION TO HEALTH MANAGEMENT

Management process and managerial roles, health care delivery systems, health services technology, organising models, strategy planning and marketing, relationships between organisations, managerial problem solving and decision making, quality and product development, auditing, risk management, resource allocation, leadership, motivation, communication, human resource management.

COMN115 SOCIOLOGY

The course makes an introduction to the discipline of sociology and provides an outline of the major sociologists, sociological paradigms and areas of sociological inquiry. It aims at developing students' awareness about the society in which they live, with a due emphasis on sociological perspective and sociology as a scientific discipline. Thus, the course helps the students to develop a sociological outlook and understand what such outlook retains in terms of the founding theories, main sociological approaches, and related discussions in those areas ranging from everyday life, culture and globalization to social stratification and mobility.

3rd Semester

HLMN201 FINANCIAL ACCOUNTING I

The course intends to provide an exposure to basic concepts of accounting. It covers the nature and purpose of accounting, accounting principles, introduction to single entry and double entry system, preparation of journal, ledger and trial balance, simple and complex adjustments, preparation of worksheets related to purchases, sales, receivables, payables, inventories, cash control, property, plant and equipment. The course also includes preparation of final accounts viz. trade/manufacturing account, profit and loss account and balance sheet, simple and complex adjustments.

HLMN205 PRINCIPLES OF MANAGEMENT

This is a comprehensive introductory course on the management process with particular emphasis on the skills, competencies, techniques and knowledge needed to successfully manage an organization. It focuses on entire organization to form a strategic vision, setting objectives crafting a strategy and then implementing it. It also investigates how organization develop and maintain a competitive advantage within a changing business environment influenced by political, economic, social, technological, legal and environmental factors. The course content is organized around the four functions of management; planning, organizing, leading and controlling, for systematic understanding of management related challenges and applying conceptual tools and techniques in analyzing, evaluating and addressing management issues.

COMN201 Public Health

This course aims to provide students an understanding of the definition of health, the importance of public health, the determinants of health, the health status measures; the role of epidemiology in public health, the epidemiology of chronic and infectious diseases, the promotion of public health, the protection of health, the levels of diseases prevention, the global health, the environmental health and the occupational health.

COMN223 Macroeconomics

This course deals with the macroeconomics issues. Macroeconomics investigates how economic growth and fluctuations occur. It also deals with the determinations of the unemployment, inflation and economic growth.

HSCC301 Biostatistics

This course is designed to teach basic statistical knowledge and its use in health sciences. Students are expected to learn commonly used biostatistical techniques and use them in study design, data collection and interpretation of the findings.

4th Semester

HLMN202 Financial Accounting II

The course provides the advanced aspects of accounting on the areas of partnership firm accounting viz. formation, admission, withdrawal and dissolution of partnership firms, exposure to corporations stockholders equity, identification of earnings per share, and dividends, long-term liabilities, bonds payables, marketable securities, analysis and interpretation of financial statements, importance of GAAP, exposure to analysis of company reports.

HLMN206 Organizational Behaviour

The course intends to provide contemporary behavioural aspects and detailed insights on behavioural aspects of management, viz. individual, group and organizational behavioural aspects. The course also focuses on different organization theories, motivational theories, theories of leadership, organizational development and change, organizational effectiveness.

HLMN204 Human Resource Management

The course intends to provide conceptual and application insights of contemporary human resource management practices viz. Recruitment, Selection, Training and Development, Induction, Motivation, performance evaluation and Termination. The course covers the practical implementation of HR practices in the real life business situations which the business students ought to be proficient with.

COMN120 Principles of Law

The course deals with the basics of law. It introduces the students the elements drawn from legal theory, legal philosophy as well as legal practice. It makes special references to Turkish law. It starts with the discussion of what law is and continues with the other rules of social conduct like

moral and customary rules. It familiarizes students with legal concepts like “burden of proof” and methods of legal interpretation.

HLMN214 Fundamentals of Health and Diseases

The course will provide students with a framework for understanding disease and related health problems. Aetiology, history of disease theories, main types of diseases, illness and sickness are discussed in this course, as well. International Classification of Diseases (ICD) is another topic of this course.

5th Semester

HLMN351 Sustainable Development and Growth

This course is designed to introduce students to some major challenges in today’s sustainable development and help them gain a more holistic and realistic view of their country’s situation in a global context. The topics cover some complex relationships among various aspects of development, including population growth, economic growth, improvements in education and health, industrialization and post-industrialization, environmental degradation, and globalization.

HLMN300 Summer Internship I

The students of health management department has to do their internship in summer holiday period (20 working days) after the completion of 4th semester. It is expected that an experienced personnel about health institutions management (preferably the head of hospital or assistant manager of hospital) will be given the duty to act as institution’s internship coordinator. The trainee’s attitudes, appearance, communication skills working performance and attendance status of him/her evaluated and followed by institution internship coordinator.

HLMN303 Hospital Organisation and Management

Development of hospitals, goals, functions, classification, its place and organising in health system, need assessment of hospital and bed, hospital planning, number of beds, personnel need assessment, hospital architecture and standard development, hospital administration and management, hospital management regulations.

HLMN353 Marketing of Health Services

This course aims to develop fundamental knowledge of and about marketing and health care Marketing as a field of study and provoke critical thinking about the field. Readings and discussions examine the historical development of marketing thought and theory, as well as contemporary issues, alternative perspectives, and critical insights. This course also provides the students with an understanding of marketing planning and strategy from international, multinational and global perspectives.

HLMN359 Healthcare Policies

This course aims to provide information on healthcare systems and strengthening health systems, health policies and importance of health policies in health promotion, theories used in development of health policies, and development of health policies in important health issues; such as, improving public health, in preventive medicine and use of medicines.

HLMN301 Purchasing and Cost Control

This course stresses the importance of purchasing and costing. The course details the flow of goods, including inventory, forecasting, purchase specifications, product yield, purchasing, receiving, storing, inventory control, and issuing. Students will also examine the information and skills necessary to analyze and improve the profitability of establishment.

6th Semester

COMN352 Research Methods

This course aims to provide students with conceptual and theoretical framework in research methods. The course tends to develop student skills in research and the ability to choose research topic, make critical literature review, decide on research approach, and select proper sample by using different aspects of qualitative and quantitative research methods.

HSCC310 Human Behavior and Communication

This course provides information on behaviour theories, relationships among sociology, anthropology and psychology, behavioural research methods and techniques, society, social structure, socialisation, social institutes, social mobility, urbanisation, population, language, communication, social behaviours and control, behavioural patterns, norms, traditions, social status, defence mechanisms, mental health and disorders, implementation fields of psychology.

HLMN304 Healthcare Planning

This course focuses on the theories, methods, history and the application of planning in health services field. It also reviews health needs and demands, models of health services utilisation, community participation and decentralization.

HLMN308 Customer Relation Management

CRM is an integrated information system that is used to plan, schedule, and monitor and control the pre-sales and post-sales activities in an enterprise or organization. This course is a vehicle to make the most of CRM techniques for enhancing customer service, sales force effectiveness and marketing strategy. Customer Relationship Management (CRM) Fundamentals introduces the attendees to the benefits of creating customer loyalty, developing a market intelligence and pro-active enterprise, and incorporating customer relationship management into your organization. It includes CRM methodologies, strategies, software, and web-based capabilities that help an enterprise organize marketing, sales, services and manage customer relationships.

7th Semester

HLMN400 Summer Internship II

The students of health management department have to do their internship in summer holiday period (20 working days) after the completion of 6th semester. It is expected that an experienced personnel about health institutions management (preferably the head of hospital or assistant manager of hospital) will be given the duty to act as institution's internship coordinator. The trainee's attitudes, appearance, communication skills working performance and attendance status of him/her evaluated and followed by institution internship coordinator.

HLMN405 A Comparative Studies of Healthcare Services

This course gives students necessary information about international comparisons that can be one of the most potent health systems improvement drivers by influencing policy-makers and health care professionals. The full potential of international comparison is to be realized – policymakers and analysts need to be made aware of the associated opportunities and pitfalls. This course aims to prevent partial comparison that relies on preliminary analysis. It can give rise to seriously misleading signals, resulting in inappropriate policy responses. It

8th Semester

HLMN406 Healthcare Institutions Management Field Work

The students of health management department have to attend field work during the 14 days in the 8th semester. It is expected that an experienced personnel about health institutions management (preferably the head of hospital or assistant manager of hospital) will be given the duty to act as institution's field work coordinator. The student surveys about the hospital management, homecare services, healthcare policies, financial management and health insurance evaluated by lecturer.

HLMN408 Graduation Project

This course involves graduate project with the steps of searching, planning, preproject meetings, interviews, data analysis, report writing and presentation.

ELECTIVES

COMN100 Introduction to Computers

This course is an introductory course to computers and their application; the basic components of computers; Random Access Memory (RAM), Read Only Memory (ROM), Central Processing Unit (CPU) and relationship between these hardware are introduced. Operating systems, application software (word processor, power point), Utility Software are introduced. Internet, network connections and the types, digital security and ethics are covered. Social networks and other web-based applications are introduced.

UFLE01 FOREIGN LANGUAGE ELECTIVE I (ENGLISH)

This course is intended for academically oriented students and it aims to bridge the gap between general and academic English. The course aims at developing the skills required for academic study, including note-taking, essay writing, as well as teaching strategies for undertaking research and dealing with unfamiliar academic vocabulary. The course also aims at teaching the features of guided writing, reading strategies such as predicting, skimming, and scanning. At the end of this course the students are expected to be able to; develop strategies, to improve the ability to comprehend complex academic texts, to develop strategies to produce more coherent writing and, make clear, appropriate, relevant notes from academic texts, and to adopt various approaches to deal with new or unknown vocabulary by practising effective use of dictionaries, and through making effective vocabulary records.

UFLE02 FOREIGN LANGUAGE ELECTIVE II (ENGLISH)

This course is the continuation of the COM101 English I course. Similar issues are focused on as in the former course with a higher tone of language. This course integrates all four language skills and teaches students how to integrate skills and content in real-world academic contexts. High-interest and intellectually-simulating authentic materials are used to familiarize students with academic content. The course also aims at developing the ability to participate in exchanges of information and opinions in the context of the specific field, and to write instructions, descriptions and explanations about topics in the related field. Extra importance is put on teaching student's terminology related to the specific field. (pre-requisite: COM101)

COM221 Mathematics for Social and Applied Sciences

The course includes advanced mathematical applications related to business management. Course topics cover optimization, identification and maxima and minima, curve sketching and functions, coordinate geometry, acute and obtuse angles and sine and cosine formulas.

UHTC01 TURKISH

To show the characteristics and rules of operation of Turkish language with examples; to give the students the ability and habit to express their feelings and thoughts accurately and effectively; developing vocabulary through written and oral texts; The aim of this course is to teach the rules of reading texts or the programs they listen to correctly. COM 106 course aims to provide basic Turkish reading, speaking and writing skills for international students.

UHTC02 HISTORY

The course provides a detailed exposure on the history of the construction of the Turkish Republic under the light of Kemal Atatürk's principles this course is designed for Turkish speaking students. COM108 is designed for non-Turkish speaking foreign students. The aim of the course is to introduce a brief history of Turkish Republic and Cyprus. Social, economic and political aspects and effects of Western Civilization on Turkey and Cyprus. Relations with Middle East.

TECHNICAL ELECTIVES

BUSN356 Entrepreneurship

This course provides an understanding of the characteristics of the entrepreneur and the unique concepts of business ownership to the student who has a strong desire to start a business. Emphasis is placed on identifying and evaluating entrepreneurial opportunities by focusing on the student's entrepreneurial potential and creating a new business venture.

CTE401 Occupational Safety and Health

This course provided information on the theory and history of occupational health and safety, and enforcement of laws that address occupational safety and health globally. It also aims to guide students in understanding the roles and responsibilities of workers, unions and employers. This course also reviews other safety related issues and aspects of recognizing, evaluating, and understanding control of safety and health hazards in the workplace.

HTE451 Health and Technology

Within the scope of this course, technological developments in the field of health or science from the past to the present and what are the contributions of these developments to humanity will be covered. This course aims to learn the use of technological developments in the field of health.

SYB451 Nutritional Problems in Community

This course aims to describe nutritional assessment tools. The course will cover clinical, anthropometric, biochemical, and biophysical methods for an effective nutritional assessment.

HTE452 Management in Healthcare

This course aims to provide knowledge on foundational management principles, health economics, healthcare finance and budgeting, human resources in healthcare, healthcare law and ethics, and quality management, along with operational aspects like hospital planning and operations, health informatics, and strategic management.

FREE ELECTIVE COURSES

CFE201 Leadership and Management

In this course, an analysis of theoretical and practical knowledge is made. In this context, basic social and psychological factors associated with the concept of leadership and current theories will be explained and how theoretical knowledge can be applied in terms of leadership and management functions in organizations will be emphasized. The aim of the course is to provide students with a deep understanding of leadership and management concepts and to develop their own leadership skills.

CFE202 Environment and Sustainable Development

This course provides information on nature and environment along with sustainability concept, as well as guides students to gain awareness about environmental problems. It aims to inform students about the daily practices that will lead to a more sustainable living. Additionally, knowledge about the global and social effects of all practices on health, environment, safety, and current issues related to the field of their area of study and awareness of the legal consequences of their specific area of practices to solutions are covered.